

# OPC BULLETIN



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## Aviation Space Writers Awards deadline nears

The AVIATION/SPACE WRITERS ASSOCIATION has announced its 1977 Journalism Awards. The Awards, which consist of a \$100 honorarium plus a commemorative scroll for each of several categories, have a deadline of January 20, 1978. Entries must be postmarked on or before that date.

Separate Awards are issued for Aviation and Space in each category, and entry categories break down as follows:

- Newspaper over 200,000 circulation
- Newspaper under 200,000 circulation
- Magazine — Special Interest/Trade
- Magazine — General Interest
- Books — Non-Fiction
- Books — Technical/Training
- Television/Radio — Documentary (Network/Syndicate)
- Television/Radio — Documentary (Locally Produced)
- Photo Journalism — Still Photography

In addition to these awards, AWA Awards for Exceptional Journalism will be given. They are:

- THE JAMES J. STREIBIG MEMORIAL AWARD — for Aviation writing or reporting in any media. The Honoree receives a Trophy and a \$500 Honorarium sponsored by Teledyne Continental Motors. Award established in 1952.
- THE ROBERT S. BALL MEMORIAL AWARD — for Space writing or reporting in any media. The Honoree receives a Trophy and a \$500 Honorarium. Award established in 1962.
- THE EARL D. OSBORN AWARD — for writing or reporting in any media on the subject of general aviation. The Honoree receives a trophy and a \$500 Honorarium sponsored by the EDO Corporation. Award established in 1970.

(Continued on page 2)

## Alam Attijara names Atallah as editor

NEW YORK, N.Y., December 23, 1977 — Samir Atallah, a prominent Arab journalist has been named editor of the pan-Arab business magazine, *Alam Attijarat*, it was announced this week by Hugh M. Hyde, president of Johnston International Publishing Corp.

Atallah has written for a number of newspapers and magazines in Beirut and Kuwait, as well as *Associated Press* and *United Press International*. From 1969 to 1974 he served as foreign editor of *Annahar*, in Beirut, widely considered to be the leading newspaper in the Middle East. In 1974 he was appointed editor-in-chief of *Usbuh Al-Arabi*, then the leading weekly magazine in the Arab world.

During the civil war in Lebanon, Atallah moved to Canada where he wrote his first book in English, *The Village Years*, about his mountain village in Lebanon. Since April he has been a senior editor of *Al-Mostakbal*, a young and respected pan-Arab weekly news magazine in Paris.

Mr. Atallah will head a staff of eight editors and translators at the Johnston office in London. *Alam Attijarat*, founded in 1977 in Beirut, was moved to London in 1976 because of the civil war in Lebanon. The monthly magazine in Arabic reaches 22,000 senior executives in business, industry and government in the Arab world. It is printed in London and delivered to readers by air. Last year it carried 1180 pages of advertising.

—Marguerite Vauclair

SIGN UP A NEW MEMBER

## Rupert Murdoch, Australian media czar will tell how he did it on January 24

They laughed when he sat down at the presses...

...but after a 200,000 boost in circulation within twelve months, they stopped. Today, the *New York Post* sells 667,000 copies a day; a year ago, it sold 446,000 copies daily. Rupert Murdoch acquired the ailing tabloid in October, 1976.

Newspaper quidnuncs refer to Murdoch either in anger or awe. As a publisher who believes that publishing is big business, he runs his operations as a hardnosed executive. "The buck stops with the guy who pays the check," Murdoch tells a visitor, "that's why I am not a great delegator."

Owner of 89 newspapers, one television station and interests in three others, Australia's midas of media is no amateur gadfly. Just what Murdoch is doing with his American holdings — including *New York Magazine*, *New West Magazine* and *The Village Voice* — will be the subject of a rare public appearance by Murdoch. He has accepted *Larry Stessin* and *Gloria Zukerman's* invitation to appear before a special "Shop Talk" Luncheon on Tuesday, January 24. Reservations in advance are required (Mary Novick, 687-2430); the charge for members is \$7.50; guests, \$8.50. WNYC will carry Murdoch's talk live.

Following his purchase there was a polite six months wait-and-see cooling off period between the new Murdoch management and old-line *Post* employees. Among the first of the old guard to throw in his press card was columnist Robert Lipsyte. Immediately booked on a TV gab-fest, Lipsyte sniffed, "I don't think New Yorkers



RUPPERT MURDOCH

are going to continue to support the *Post* if he (Murdoch) continues in this way..."

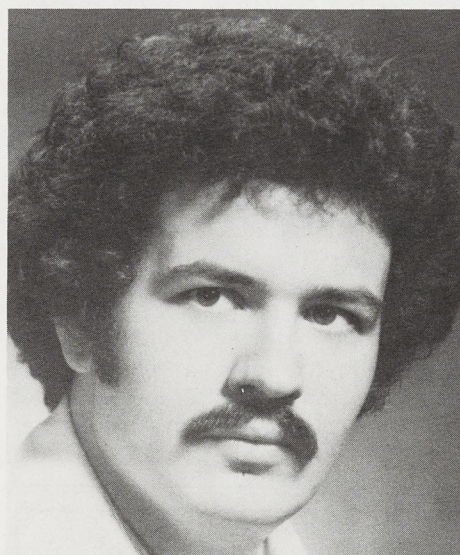
Typical of the "this way" Lipsyte referred to is the fact that in March, 1977, the *Post* ran 21 pictures and/or stories about Farrah Fawcett-Majors. By this time, Murdoch-appointed editor Ted Bolwell, had introduced a new *Post* style. Its hallmarks were shorter stories, and screaming headlines that were often more sensational than the story which followed. Although Bolwell was replaced by Roger Wood, in June, the style remains. And the public is, figuratively and literally, buying it.

(Continued on page 2)

## Featured vocalists at Feb. 1 Music Night



KATE HURNEY



ROBERT GUARINO

## CALENDAR

Tuesday, Jan. 24, 12 noon, cocktails; 12:30, luncheon — Talking Shop Luncheon with Rupert Murdoch, publisher, *New York Post*. \$7.50, members; \$8.50, guests.

The Murdoch Luncheon is sold out. Reservations for a waiting list are being taken.

Wednesday, Feb. 1, 8:00 p.m. — Music Night. Details this issue.

Thursday, Feb. 9 — Talking Shop With ... Dick Cavett.

Thursday, Feb. 23 — Talking Shop With ... Jane Pauley.

RESERVATIONS: Please call Mary Novick, 687-2430. Reservation cancellations must reach the OPC 24 hours before the event, otherwise members will be charged the announced fee.

## GALA OPC COCKTAIL PARTY

Be sure to plan to attend the OPC Cocktail party sponsored by the Iran Information and Tourism Center and the Iran Airlines on February 16, 1978. You will be served caviar and several Iranian hors d'oeuvres besides drinks of your choice at a bar. Further details will be in the bulletin of February 1, 1978. Reservations may be made immediately.

\$5. — Club contribution

—Stella Margold



## Obituary

**Charles, Speaks**, a pre-World War I night editor of the *Associated Press* in Chicago, and secretary-treasurer of the National Certified Milk Commission until retirement in 1972, died Dec. 24 in Mercy Hospital, Miami, Fla. He was 87 years old and lived in Westport, Conn., and Key Biscayne, Fla.

Speaks, who had been with the Milk Commission 34 years, had previously been director of advertising and publicity for the United States Lines, and served as an ensign in the United States Navy in World War I.

Speaks, a native of Canal Winchester (Cq.), Ohio, had attended Ohio State University for three years before coming to this city.

Speaks, a brother of the late Margaret Speaks, the concert singer, was on the board of directors of the American Society of Composers and Publishers. His clubs included the National Press, the Overseas Press (member of board), the Silurians, The Players, and the Deadline. He was also a member of the Phi Kappa Psi and the Sigma Delta Chi fraternities.

He was active in the Connecticut Republican Club, was on the original board of directors of the Connecticut Symphony Orchestra, on the board of the Westport Country Playhouse. In World War II, he was active in the Stage Door Canteen program.

Surviving are his wife, the former Charmee Seeds, and a nephew, John Speaks.

## Saffir launches Trib 200,000 first printing

**OPC Governor** and former Treasurer **Len Saffir** has launched his new morning daily, *The Trib*. Another OPCer, President **Matthew A.R. Bassity**, is an editor/writer with *The Trib*.

*The Trib*, which costs 25 cents, will appear in two editions to be distributed to homes and newsstands within a 75-mile radius of New York City.

Saffir previewed *The Trib* at a Shop Talk luncheon last fall, claiming that there was plenty of room in New York for a morning daily with an independent editorial policy. *The Trib* is currently locked in a court battle with the IHT Corporation which claims rights to new paper's name since it owned the now defunct *New York Herald Tribune* and is currently owner of the *International Herald Tribune*.

## AWA Awards, cont'd.

No entries are to be submitted for the Strebig, Ball or Osborn Awards, according to the AWA. These Awards are made by the Awards Committee from among the entries in the various categories.

Entries for the AWA Awards must have been published, broadcast, televised or otherwise released for public consumption during calendar 1977. Entries must be submitted in triplicate to the appropriate AWA Regional Director for the area in which the author resides.

For the name and address of the regional directors, as well as a breakdown of which states constitute a given region, those wishing to submit nominations may contact the AWA Executive Secretary:

William F. Kaiser  
Cliffwood Road  
Chester, NJ 07930  
(201) 879-5667

## Media Czar, cont'd.

Despite his successes, his critics abound. Murdoch attributes most of the carping to a sect he calls "media groupies." "There are a few people wandering around with well-sharpened hatchets who will never forgive me for buying New York (Magazine), particularly since it is better now than it ever was. But if they are talking about concern for the *Post* from its old readers, we respect and accept that." Noting that the old *Post* had a liberal minority audience, Murdoch says, "When we changed the paper, it was only natural that we'd upset some of the old readership."

There'll be a hot time in the old Club on January 24.

February is television month. *PBS* talk show host, Dick Cavett, heads the cast on the evening of Thursday, February 9, NBC's *Today* hostess, Jane Pauley, follows on Tuesday, February 23, at a special luncheon get-together. Take our advice, make reservations now. —Charles Schreiber

ARE YOUR DUES PAID?

## WHO, WHAT, WHERE

By GRACE NAISMITH

**PUBLISHING:** William J. Wilson, OPC Bulletin editor, is author of a new paperback book, "Say When." It is about the help that can be given the families of alcoholics, and is published by Emmaus Books, via the Paulist Press... **Morrie Helitzer** has a slim volume, "The Cold War" printed by Franklin Watts, Helitzer is general manager, Specialized Publications, Newsletter Publishing Center, McGraw Hill. The book is in the OPC lounge, worth reading... **Alan A. Swenson** writes from Maine that the moose migration is over, so it is safe to go outdoors. Indoors, he has just written "Landscape You Can Eat," published by McKay. Coming soon is "World Beneath Your Feet," a children's book, and he has three more scheduled — "Starting Over," a book about city dwellers leaving for rural green pastures; "Plan Your Own Landscape" (Grosset & Dunlap) and "Tidal Pools," for children. Kennebunk, Maine and "mean moose" are conducive to this expert's writing capacity... **Larry Stessin** Dec. 25, 1977, wrote "Balm for Bosses Who Get Bounced," for the Sunday Business and Finance Section of *The New York Times*, which was reprinted in over 300 national and international papers... **Jack Pollock** is researching a magazine assignment in Germany and Switzerland, and arranging additional overseas editions of his "Croiset the Clairvoyant" and "Dr. Sam" books. In Munich he visited the Press Club and, during Christmas, visited the Parrot Jungle in Palm Beach... **Jean Baer** on tour all over talking about her book (with her husband, Herbert Fensterheim) "Stop Running Scared."... **Aaron Einfrank**, journalist can be reached at the OPC. In from Munich for early Jan.

**TRAVELING:** **Hildegard Fillmore** to see **Betty Etter** in Venice, Fla.

**NEW LOOK:** **Ted Baron**, an officer and board member of the New York Chapter of Public Relations Society of America, has been elected to the Executive Committee of the national Counselors Section of the Society.

**SEEN on Not For Women Only:** **Len Saffir** talking about his new *The Trib*, the program was replayed at 6:30 a.m. on WNBC tv, the morning the new paper came out, Jan. 9.

**WINTERING in the city:** **Ed Kolsby** and wife, from Rowayton, Conn. Also,

**Maurice Ragsdale** from England, who is moving back to the U.S.A.

**ANNOUNCEMENT:** New Copyright Laws went into effect Jan. 1, 1978. Write for a report on what the new laws are: Copyright Office, Library of Congress, Washington, D.C. 20559.

**NEW NEWS WANTED:** Now that the tumult and the shouting of the holidays is over, OPC members are asked to send stories for the Bulletin.

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